



Northwest Territories

**IDENTIFICATION**

<b>Position Number</b>	<b>Position Title</b>	<b>NOC/Dept. Code</b>
3-5969	Manager, Tourism and Parks	0412/524523
<b>Department</b>	<b>Division/Region</b>	<b>Location</b>
Industry, Tourism and Investment	Parks & Tourism/Dehcho	Fort Simpson, NWT

**PURPOSE OF THE POSITION**

Reporting to the Regional Superintendent the Incumbent is accountable for supporting and developing a successful tourism sector in the Dehcho Region. To achieve this the Incumbent will be required to develop and undertake programs and initiatives focusing on Tourism product infrastructure development, Tourism business development, Tourism marketing, Tourism training, Tourism research, Community Tourism awareness and promotion of tourism as a sustainable economic opportunity. The Incumbent is responsible for managing and delivering tourism and parks programs and services; monitoring delivery success, implementing corrective action as required and managing assigned human and financial resources in accordance with federal and territorial legislation and Government of the Northwest Territories policy and procedures to achieve departmental and regional goals for the growth and development of tourism and parks industries in the Dehcho Region.

**SCOPE**

The Department of Industry, Tourism and Investment was established April 1, 2005, following a reorganization of the responsibilities of the former Department of Resources, Wildlife and Economic Development. The Department of Industry, Tourism and Investment has an enhanced commitment to Tourism and has committed to working with an external Destination Marketing Organization to address the full range of required activities and initiatives critical to the expansion of the tourism industry in the Northwest Territories.

The Department will concentrate it's activities on the "supply" side of tourism, focusing on the development of market ready tourism products and services, and through the Tourism Marketing Advisory Committee will work cooperatively with the industry to develop marketing activities addressing the "demand" side. The implementation of all Tourism marketing activities will be the responsibility of the Destination Marketing Organization.

The Manager, Tourism and Parks position is located in Fort Simpson and reports to the Regional Superintendent of the Dehcho Region. The Region has a population of approximately 2,300 residing in the communities of Fort Liard, Trout Lake, Nahanni Butte, Jean Marie River, Fort Simpson and Wrigley. Within the region there are currently thirty-five licensed Tourism operators/outfitters. This region also features three Territorial Parks, four Visitor Information Centres and one National Park.

The Dehcho Region contains one of only three public highway access points into the Northwest Territories for highway-based tourists. The Liard and Mackenzie Highways allow all season access to four of the six regional communities with the other two being served by air and by winter roads only.

The Manager of Tourism and Parks is required to work closely with regional and Headquarters colleagues in developing Northwest Territories wide Tourism Policies, Plans and Strategies which provide an optimal framework within which regional tourism operations can be effectively carried out.

A challenge for the position is working with a diversity of organizations and individuals external to the Government of the Northwest Territories, at the community and regional level (e.g. Band Councils, Métis Organizations, municipal governments, individual operators and businesses) as well as at the territorial level. (e.g. NWT Tourism -the Destination Marketing Organization, federal government representatives and the Government of the Northwest Territories Departmental Representatives, environmental organizations and non-government organizations). To be successful the Manager will be required to pursue and facilitate consensus on various key initiatives amongst these various groups to form partnerships.

The Position must also work collaboratively with Industry, Tourism and Investment staff at the community, regional and headquarters level.

The Position directly supervises one full-time Regional Tourism Development Officer, a Seasonal Parks Officer and a Casual Parks Officer all located in Fort Simpson.

A challenge for the Position is tailoring regional/community development and training activities delivered by the incumbent and staff to the differing needs and levels of sophistication of each community, organization and individual clients.

The Position is expected to lead the development of a Regional Tourism Plan and once approved, to work with a high level of independence with respect to implementation.

The Position manages an O&M budget of approximately \$530,000.00.00 and directs a Capital Budget between \$100,000.00 to \$200,000.00.

## **RESPONSIBILITIES**

- 1. Contributes to the development of departmental goals and strategies for tourism, parks, and develops community and regional goals and strategies to promote the development of these industries within GNWT and departmental goals.**
  - Participates fully in the development of departmental Tourism Strategies and Plans working collaboratively with the Director and staff of the Tourism and Parks Division, and Tourism and Parks Managers from other regions of the Northwest Territories.
  - Develops and recommends regional tourism and parks goals and strategies, complementary to the overall departmental Tourism Plan and in accordance with the Government of the Northwest Territories and departmental goals, and supervises the preparation of, or prepares, action plans to implement the approved regional goals and objectives.
  - Participates in Regional /Tourism/Parks strategies and policies for the establishment and operations of parks, protected areas and historical/cultural sites and visitor facilities.
  - Conducts, internally and or in partnership with interested stakeholders, research related to tourism and parks in the region, territorially, and nationally to build a database on regional capacity, opportunities, activities and the environment in support of tourism and parks planning.
  - Monitors and evaluates the effectiveness of current strategies and action plans.
  - Establishes a system of consistency and coordination across the region's system of parks and visitor facilities while fostering a regional and local identity.
  - Budgets for and initiates the planning of new tourism infrastructure originating from regional and local planning activities that meet objectives of the department.
  - Develops a framework for regional and local parks management, maintenance and compliance.
- 2. Delivers Tourism and Parks programs and services, in accordance with federal and territorial legislation, Government of the Northwest Territories policy and procedures to support the growth and development of the tourism and parks industries.**
  - Undertakes ongoing consultation with communities, bands, non-government organizations, operators and the general public to achieve broad public awareness of the Department's Tourism related goals, objectives, plans, programs and initiatives.
  - Develops and delivers, or supervises the development and delivery of training services in the area of tourism and parks.
  - Delivers Tourism awareness initiatives in all communities within the region and promotes tourism as a sustainable economic opportunity.
  - Delivers Tourism awareness initiatives focusing on youth and students.
  - Undertakes initiatives to expand tourism products available in the region, and to diversify the geographic distribution of these tourism products. The Department is committed to foster growth in particular market segments including Aboriginal and Cultural tourism.
  - Works collaboratively with Regional Business Development staff to assist tourism operators and interested operators with their individual business plans and client needs.

- Works cooperatively with communities and community and regional organizations to develop and implement tourism infrastructure plans.
- Oversees the development and implementation of a Parks marketing plan to attract additional visitors to the regions parks.
- Participates in trade shows, familiarization tours and similar programs where requested by the Destination Marketing Organization and approved through the Regional Superintendent.

**3. Supervises and participates in the development, implementation, management and monitoring of capital plans to achieve regional goals for tourism, parks and regional assets in the region.**

- Supervises the development and preparation of the three year, five year and twenty year capital plans for tourism and parks, facilities and equipment and recommends approval to the Regional Superintendent.
- Participates in intra and inter-departmental capital planning committees to represent the Tourism interests of the region.
- Supervises the preparation and issuance of tender documents or requests for proposals for construction or supply and the award of contracts that meets project requirements, in accordance with the Government of the Northwest Territories Contract regulations and policies.
- Supervises the management of construction design contracts to ensure the timely and efficient completion of capital projects.
- Prepares, or supervises the preparation of, regular project reports for management and to inform interested parties of the status of capital projects.
- Supervises the development of Parks Activity Plans including provision of tourism services, interpretive and cultural activities and displays.

**4. Supervise the regulation of the tourism and parks industries to ensure all operators are in compliance with territorial and federal legislation and regulations.**

- Responsible to ensure all Operators are licensed and operating in compliance with legislation and regulation.
- Manages the tourism license application and renewal process in the Region.
- Makes recommendations for regulatory changes when required.
- Ensures public awareness of the legislative and regulatory requirements for Tourism Operations.
- Adheres to and promotes adherence to the Protocol Agreement on Compliance between the Departments of Industry, Tourism and Investment and Environment and Natural Resources.
- Ensures that staff properly conducts licensing and inspections required under the *Travel and Tourism and Parks Acts*.
- Ensure copies of the relevant Acts and Regulations are up to date and available to all staff involved with enforcement.

- Responsible to ensure that there are appropriate staff and/or mechanisms in place to adequately address enforcement/compliance issues including appropriate staff training.

**5. Participates where requested in the development of marketing plans/promotion and assists tourism industry organizations and individual operators to increase the profile of the Dehcho tourism and parks industries.**

- Supervises the development of Parks marketing activities, including market design, publication and construction.
- Where requested by the Destination Marketing Organization, and supported by the Regional Superintendent, assigns regional Tourism and Parks staff to assist the Destination Marketing Organization with attendance at national and international trade shows.
- Recommends financial assistance for tourism marketing and product development programs for individual tourism operators to promote achievement of targeted objectives.

**6. Manages programs and resources to ensure effective, efficient and economical delivery of programs, and services.**

- Manages the financial resources of the unit, including budget development, monitoring variances and taking corrective action with the goal of effective expenditure plans and collection of revenues.
- Manages the human resources of the unit, including recruitment, orientation, work assignment and scheduling, performance evaluation, discipline and training and development to build and lead an effective team.
- Undertakes special projects for the Regional Superintendent that contributes to the achievement of regional strategies.
- Ensures proper allocation and utilization of funds identified for the division.
- Directs a capital budget in the order of one hundred thousand dollars to two hundred thousand dollars.
- Manages an operational and maintenance budget in the order four hundred and fifty thousand dollars.
- Develops, maintains and reports on the financial status of the program's budget and expenditures in an accurate and timely manner.

**KNOWLEDGE, SKILLS AND ABILITIES**

1. Knowledge of management and supervisory theory and principles to manage the financial resources and assets of the unit and supervise its human resources.
2. Knowledge of training theory and principles to develop and/or deliver effective training courses to clients.
3. Research and planning skills to develop and maintain a database and investigate innovative approaches.
4. Knowledge of the expectation of the traveling public related to northern wilderness areas to develop goals, strategies, marketing, product development and community development plans.

5. Knowledge of tourism licensing guidelines, practices and precedents.
6. Knowledge of capital project planning, development, and evaluations.
7. Knowledge of facility operations, maintenance and programming.
8. Knowledge of the *Northwest Territories Travel and Tourism Act, Territorial Parks Act* and regulations.
9. Knowledge of basic law enforcement techniques and ability to enforce where required.
10. Knowledge and experience in implementing and evaluating product promotion and marketing strategies.
11. Knowledge and experience in budgeting and expense tracking and reporting.
12. Negotiation, analytical and problem solving skills to resolve problems and influence others.
13. Knowledge and experience of computer software including word processing, spreadsheet, database, accounting and communications applications to perform job responsibilities in a computerized work environment.
14. Excellent communications skills in written, verbal and multimedia presentations with experience in communicating to diverse audiences
15. Ability to work in a team environment without supervision
16. Skills in outdoor/wilderness survival.
17. Knowledge and ability to work in a highly political cross-cultural environment.
18. Must stay current with Standard First Aid and CPR.
19. Must possess a valid Class 5 NWT Driver's License.

**TYPICALLY, THE ABOVE QUALIFICATIONS WOULD BE ATTAINED BY:**

These qualifications are commonly acquired through a post secondary degree in Business Administration, Tourism and Park Management with five to seven years in resource/parks management and or tourism and park management planning; three to five years of supervisory experience is required; strong project management skill with at least three to five years experience in delivering projects; and experience working in a cross-cultural environment. Must possess a valid Class 5 NWT Driver's License.

**WORKING CONDITIONS**

Working Conditions identify the *unusual and unavoidable*, externally imposed conditions under which the work must be performed and which create hardship for the incumbent. Express frequency and duration of occurrence of physical demands, environmental conditions, sensory demands and mental demands.

### Physical Demands

	Frequency	Duration	Intensity
Travel to sites by truck, helicopter, aircraft, boat, ATV and snowmobile	4 to 6 times a month over Summer and 2 to 4 times per month over winter.	4 hours	Moderate
The position is exposed to long periods of sitting at extended meetings causing physical discomfort	Once a week	4 hours	High
Time spent at computer workstation	Daily	4 hours	Moderate

### Environmental Conditions

	Frequency	Duration	Intensity
The position is exposed to adverse environmental conditions, such as weather extremes and the unpleasant or potential hazardous situation found within parks and during inspections of tourist establishments.	Once per month.	2 to 4 hours.	Moderate

### Sensory Demands

	Frequency	Duration	Intensity
The position requires concentrated sensory attention without a break when developing plans, during training and negotiations.	Quarterly visits into six communities	2 days	Substantial

### Mental Demands

	Frequency	Duration	Intensity
Disruption of family life - Travel, mostly northern, some remote and southern Canada, occasional international.	2 to 3 days// month	2 wks	Substantial
Public and staff presentations Completion of briefing notes, decision papers etc. are generally required within tight timeframes.	1-2 times Monthly	2-3 hours 6-8 hours	High High